



Welcome

It is our pleasure to invite you to discover all that the Granite State has to offer. As a visitor to our great state, you can experience for yourself the unparalleled quality of life and natural beauty that led to New Hampshire being named in a national survey as the “Most Livable State” in the nation for the fourth year in a row. New Hampshire has it all – majestic mountains, sparkling lakes and rivers, beautiful beaches, vibrant cities and idyllic small towns. You can glimpse some of the many things that New Hampshire has to offer: great outdoors and activities, rich history, a lively arts and cultural scene, warm hospitality and tax-free shopping. Once you discover New Hampshire, you’ll want to visit again and again!

Highlights:

Travel & Tourism is New Hampshire’s second largest industry in terms of jobs supported by dollars from out of state.

Trips in NH for recreation and business during FY 2010 totaled 34.02 million.

Direct spending in NH by travelers in FY 2010 reached \$4.00 billion.

Traveler spending in FY 2010 supported approximately 58,000 direct full-time and part-time jobs.

Visitors to NH in FY 2010 paid \$132.2 million in rooms and meals taxes (59.7% of all rooms and meals tax collected).

The Return on Investment Model for FY 2010 shows that for every \$1 spent by DTTD, \$7.95 was returned in the form of state and local taxes and fees.



The Seven Regions of New Hampshire

New Hampshire is made up of seven very different regions, each as exciting as the next. The Seacoast, Dartmouth-Lake Sunapee, Lakes Region, Merrimack Valley, Monadnock Region, White Mountains and Great North Woods are filled with natural beauty, cultural events and classic New England living.

Seacoast Region: New Hampshire's seacoast captures the essence of New England's oceanfront. In just 18 miles of coastline, there are long, sandy beaches, working ports, offshore islands, surf-stung rocks, and popular resort towns and villages that date back nearly four hundred years.

Dartmouth-Lake Sunapee Region: If only one region of New Hampshire could be known as a study in contrasts, it would be the Dartmouth – Lake Sunapee Region. Named for Dartmouth – Hanover's Ivy League college – and Sunapee – the crystal clear lake, State Park, and mountain, all of the same name – the region includes quiet country roads and rolling farmland, pristine lakes, a bustling hub of higher education and medicine, and some of today's favorite family activities and recreation.

Lakes Region: The name alone stirs memories of blissful, sunny days spent on the water, the joy of vacations, boat rides and camp, when everything moved at a slow summer simmer; and you connected with people and places that still resonate within you today. Summer may be the Lakes Region's best-known season, but wrap the hillsides in spring green, the blazing colors of fall or a thick blanket of snow, and it is every bit as magical. While there are 273 lakes and ponds in the Lakes Region, one lake dominates them all: Lake Winnepesaukee.

Merrimack Valley: In New Hampshire, where the capital's name - Concord is a synonym for "harmony," it's not surprising to find music and the performing visual arts central to life in the city and the entire Merrimack Valley Region. The state's three largest cities – Concord, Manchester, and Nashua – have an especially rich cultural life, with a variety of offerings year-round.

Monadnock Region: For the New England of picture books, you need go no further than the Monadnock Region. Here you'll find small villages where white clapboard churches and town halls edge manicured town greens. Rolling fields with neatly planted rows quilt the hillsides, and country roads lined by rock walls invite exploration at a leisurely pace.

White Mountains: If one New Hampshire region is synonymous with recreation, it's the White Mountains. Twenty 4,000 foot peaks are found here, along with the highest mountain in the Northeast, 6,288-foot Mt. Washington; but it is the 800,000-acre White Mountain National Forest that truly shapes the region.

Great North Woods (Grand North): Woods and water dominate the landscape in the Great North Woods. Sporting adventures are a way of life – from hunting to fishing, camping, hiking, boating, wildlife watching and snowmobiling. The region is unique in other ways, too. Close proximity to Canada's Province of Quebec, as well as the Maine and Vermont borders, has resulted in a fascinating mix of cultures and outlooks.



New Hampshire Facts and Firsts

Did you know that the alarm clock was invented in Concord, New Hampshire? Did you know that the first American summer resort was in Wolfeboro, New Hampshire? How about this...the world record for the highest ground wind speed of 372 km per hour (231 miles per hour) was recorded on Mt. Washington on April 12, 1934. New Hampshire is a land of many firsts: From the first citizen to become U.S. Attorney General (Samuel Shelburne in 1789), to the first American in space (Alan Shepard in 1961).

New Hampshire Firsts:

The first-in-the-nation Presidential Primary election is held in the Granite State every four years. Until the 1992 elections, no candidate had ever won the Presidency without first winning in New Hampshire.

In 1775, New Hampshire became the first state to declare its independence from England.

The first American in space, Alan Shepard, was born in Derry, New Hampshire. His historic flight was made in 1961.

The first private citizen in the history of space flight was Christa McAuliffe, a Concord school teacher. After her death in the Challenger Space Shuttle disaster, a planetarium was built in her honor in Concord.

Samuel Shelburne of Portsmouth was the first Attorney General of the United States. He was named to the post in 1789.

New Hampshire Facts:

New Hampshire was named for Hampshire, England, by Captain John Mason.

New Hampshire has four nicknames. The first is the one by which the state is commonly known.

- Granite State: for our extensive granite formations and quarries
- Mother of Rivers: for the rivers of New England that originate in our Mountains
- White Mountain State: for the White Mountain Range
- Switzerland of America: for our beautiful mountain scenery

Concord is New Hampshire's capital and the seat of New Hampshire government. It is centrally located in the state on the Merrimack River.

The population of New Hampshire is 1,275,000 (2002 estimates).

New Hampshire's motto, "Live Free or Die" comes from a statement written by the Revolutionary General John Stark, hero of the Battle of Bennington.

New Hampshire became the 9th state on June 21, 1788. It was one of the original 13 colonies.



Annual New Hampshire Events

January: New Hampshire Sanctioned & Jackson Invitational Snow Sculpting Event

Location: Jackson, NH

Phone: 800-866-3334

Website: <http://www.jacksonnh.com/event/14/NH-Sanctioned-Snow-Sculpting-at-Black-Mountain>

February: Keene Ice and Snow Festival

Location: Keene, NH

Phone: 603-352-1303

Website: <http://www.keenechamber.com/events.html>

March: Maple Sugaring in New Hampshire

Location: Various sugarhouses statewide

Phone: 603-225-3757

Website: www.nhmapleproducers.com

May: Lilac Festival

Location: Portsmouth, NH

Phone: 603-436-6607

Website: www.WentworthCoolidge.org

June: Fields of Lupine Festival

Location: Franconia, Sugar Hill and Easton, NH

Phone: 603-823-5661

Website: <http://www.franconianotch.org/things-to-do/special-events/lupine-festival.aspx>

June: Laconia Motorcycle Week

Location: Laconia, NH

Phone: 603-366-2000

Website: www.laconiamcweek.com

July: Prescott Park Arts Festival

Location: Portsmouth, NH

Phone: 603-436-2848

Website: www.prescottpark.org

July: Hillsborough Balloon Fest & Fair

Location: Hillsborough, NH

Phone: 603-464-0377

Website: www.balloonfestival.org



Annual New Hampshire Events

August: North Country Moose Festival

Location: Colebrook, Columbia, Pittsburg, NH

Phone: 800-698-8939

Website: <http://northcountrychamber.org/About-our-Chamber/Moose-Festival/default.aspx>

August: Hampton Beach Children's Festival

Location: Hampton Beach, NH

Phone: 603-926-8717

Website: <http://www.hamptonbeach.org/children-only.cfm>

September: Hampton Beach Seafood Festival

Location: Hampton Beach, NH

Phone: 603-926-8717

Website: www.hamptonbeachseafoodfestival.com

October: Keene Pumpkin Festival

Location: Keene, NH

Phone: 603-358-5344

Website: www.pumpkinfestival.org

October: Riverfire

Location: Berlin, NH

Phone: 603-752-1272

Website: http://www.northernforestheritage.org/river_fire.htm

December: Candlelight Stroll

Location: Portsmouth, NH

Phone: 603-433-1107

Website: <http://www.strawberybanke.org/calendar/candlelight-stroll.html>

December: Inn to Inn Cookie Tour

Location: Mount Washington Valley, NH

Phone: 603-626-5855

Website: www.countryinnsinthewhitemountains.com



New Hampshire Story Ideas by Season

Winter

Romance. Spend a romantic afternoon by the fire, a moonlit sleigh ride for two, a delectable gourmet dinner with fine champagne, or for the more adventurous and healthy heart conscious, try cross country skiing. The best part might even be the price! <http://www.visitnh.gov/where-to-stay/romantic-escapes.aspx>.

Outdoor Adventure: From strolls to strenuous hikes, and from exploring to extreme adventures, New Hampshire offers something for everyone. Let your readers know how to spend an energized day riding a Zipline through the tree line or exploring the backcountry on a snowmobile. With terrain parks, snowtubing, cross country skiing, snowshoeing, dog sledding, and ziplining, they'll never run out of things to do outdoors in New Hampshire's Winter Wonderland. From the unusual to the thrilling, and from the affordable to a bit more extravagant, there's something for everyone here. <http://www.visitnh.gov/what-to-do/outdoor-adventure/default.aspx>.

Art appreciation: The newly re-opened **Currier Museum of Art** in Manchester (www.currier.org) following a \$13 million expansion, is an internationally renowned museum featuring European and American paintings, decorative arts, photographs and sculpture and includes works by Picasso, Monet, O'Keefe and Wyeth; the

Hood Museum of Art at Dartmouth in Hanover (www.hoodmuseum.dartmouth.edu); and **League of New Hampshire Craftsmen** stores around the state display the state's creative side (www.nhcrafts.org)

Historical Significance: First-in-the-Nation Primary – New Hampshire has held this since 1952; 14th President of the United States, Franklin Pierce – the only president from New Hampshire; New Hampshire native, Daniel Webster – Representative from New Hampshire, and one of the most prominent orators of his time; Abe Lincoln, the 16th US President – when voting started at the Chicago Convention, New Hampshire votes started the bandwagon for Lincoln; Robert Frost, one of the nation's most acclaimed poets, lived in Derry with his family from 1900-1911. <http://www.visitnh.gov/what-to-do/nh-heritage-history-and-culture/default.aspx>

Spring

Maple sugaring: When *Yankee Magazine* did a blind taste test of maple syrups during sugaring season last spring, the TOP FIVE winners were ALL New Hampshire maple syrups. And that's just part of the story. Maple sugaring season runs from mid-February to mid-April. Each year, the New Hampshire maple industry produces close to 90,000 gallons of maple syrup and more than 50 sugar houses across the state open their doors to visitors offering tours of the maple orchards and sugar houses. <http://www.visitnh.gov/4-seasons/spring-maple-sugaring.aspx>. Check out a map and the location by county of all the sugar houses in the state at www.nhmapleproducers.com.

Bird watching: Birdwatchers will be captivated by the spring arrivals even on the most casual of walks in New Hampshire. One example of the many experiences and locations for bird viewing pleasure is the **Great North Woods Area (Grand North)**. A self-titled "bird watchers' paradise," this northern portion of New Hampshire boasts five diverse habitats for bird watching within one region. Freshwater marshlands, cultural grasslands, mixed forestland, the Great Northern Boreal forest, and the open lakes, ponds and rivers host a plethora of



different bird species. <http://northcountrychamber.org/what-to-do/Pick-Your-Season/Spring/Bird-watching.aspx>.

New Hampshire Story Ideas by Season

Summer

Food Glorious Food: Take the Chocolate & Martini Tour and you will be sure to hit all the sweet spots in the state for chocolate, martinis and even the famed “chocolate martini”. Travel along the newly updated Wine & Cheese Trails to sample New Hampshire’s cheese, wine and spirits. **For events, lodging, attractions, suggested itineraries and news about Tasty New Hampshire, go to** <http://www.visitnh.gov/planning-and-travel-tools/itineraries/tasty-new-hampshire.aspx>.

Seacoast: Bigger is not always better; and that certainly holds true for New Hampshire’s savory seacoast. Only 18 miles end to end, New Hampshire’s coastline is jam packed with beaches, shops, art venues, galleries, restaurants, historic sites and second-to-none scenery. The Isles of Shoals are also considered part of the Seacoast Region. Among the region’s attractions: Strawberry Banke, an outdoor history museum located in the south end Historic District of Portsmouth, and the oldest neighborhood in NH to be settled by Europeans; Odiorne Point State Park, in Rye, location of the first settlement in New Hampshire; Hampton Beach, a village district and beach resort in the town of Hampton; The Children’s Museum, newly relocated to Dover, with a vision of inspiring children to experience all that is in the world as an opportunity to learn; and Wentworth-by-the-Sea, formerly Hotel Wentworth, a historic grand hotel in New Castle. <http://www.visitnh.gov/what-to-do/scenic-drives/seacoast.aspx>.

Inn to Inn Biking: From the mountains to the sea, inn-to-inn bike tours are becoming more and more popular among residents and visitors to New Hampshire alike. **Bike the Whites** – New Hampshire’s premier inn-to-inn bicycling tour combines the grandeur of the White Mountains with the luxury and exquisite cuisine of three of New Hampshire’s finest Country Inns. www.bikethewhites.com/ The **Inn-to-Inn Bike Tour in Sunapee** includes stays at a choice of four country inns in the Lake Sunapee Region, including a six-room farmhouse and a quintessential Victorian guest house overlooking the Contookcook River. www.granitestatevacations.com/biketours/index.htm

Lakes: Conveniently located in Central New Hampshire, the Lakes Region boasts more than 270 lakes and ponds, dominated by the largest, Lake Winnepesaukee. There are also many hiking trails throughout the Lakes Region, for all levels of experience. The region is proud of its heritage and many of its communities have historic walking tours to highlight their vibrant past. Whether enjoying golden ponds and sun-splashed days with the family...or reveling in the romance of lakeside inns, quaint antique and craft shops and a lively cultural scene, visitors will be charmed “at the lake.” <http://www.visitnh.gov/welcome-to-nh/about-the-regions/lakes-region.aspx>.

Farms and Farmstands: Throughout New Hampshire, family farms and farmers markets have been a cornerstone of life for centuries. They're still here with beautiful vistas and landscapes, and many of them offer opportunities to bring visitors closer to the origins of their food. Enjoy the fruits of their labor and the fresh air that sustains them along the back roads of the state, many of which are designated New Hampshire



Scenic Byways. In addition, New Hampshire is committed to bringing the best locally grown foods, including fine wines and cheeses, to your dinner table through a movement known as NH Farm to Restaurant Connection. <http://www.visitnh.gov/welcome-to-nh/about-the-regions/lakes-region.aspx>.

New Hampshire Story Ideas by Season

Fall

Foliage: One of the major reasons that New Hampshire is such a popular spot to visit in fall is the joyous explosion of colors that bursts over the landscape. And there is no better place to view the fabulous foliage than the White Mountains of New Hampshire – specifically, the 34 mile stretch of Route 112, better known as the Kancamagus Highway, between Lincoln and Conway. <http://www.byways.org/explore/byways/2458/> This is the only road that runs directly east and west through the heart of the White Mountain National Forest. This is a dramatic road built to show off the magnificence of one of New Hampshire's best-loved scenic spots. Yet autumn splendor is extensive throughout the state between September through late October – from the northern most tip of the Great North Woods to the Monadnock, Merrimack and Seacoast Regions in the south. <http://www.visitnh.gov/4-seasons/fall-harvest/foliage/default.aspx>

Apple Picking: There are approximately 2,700 farms throughout New Hampshire managing over 460,000 acres and contributing nearly \$300 million to the state's economy. Apples are a key component, and the 2100 acres of apple orchards in the state produce approximately 740,000 bushels of apples each year, valued at nearly \$9 million. There's even an official New Hampshire Scenic Byways for orchards: the 10-mile Apple Way that winds through Londonderry and is sprinkled with old schoolhouses, antique homesteads, and magnificent orchards. But visitors will find pick-your-own apples, fresh-pressed cider and apple festivals all over the state. <http://www.visitnh.gov/4-seasons/fall-harvest/pick-your-own.aspx>.

City getaways: Lots to enjoy about cities large and small; we'll focus on the great culinary options that abound in two of New Hampshire's cities: the Queen City of Manchester and the Port City of Portsmouth. In Manchester, some finds: **Z Food and Drink**. Downtown Manchester's destination for "Seriously Fun Food". Emphasis on premium local, organic and sustainable ingredients. All presented in a light and fun manner (www.zfoodanddrink.com); a classic and delicious old world steakhouse the **Hanover Street Chophouse** (www.hanoverstreetchophouse.com); **Piccola Italia Ristorante**, authentic Italian cuisine (www.piccolaitalianh.com/eng/); **Cotton**, featuring sophisticated and eclectic American comfort food and extensive wine list and the best martinis in New Hampshire (www.cottonfood.com); and **Unwine'd Restaurant**, hundreds of wines available by the glass or in flights (www.unwined.net).

Tax-free Shopping: For shoppers, New Hampshire is a year-round magnet, with no limit to the tax-free shopping (<http://www.visitnh.gov/what-to-do/shopping-and-antiquing/default.aspx>) delights found in every town and small city. Artisans and shopkeepers along the region's brick-lined streetscapes keep a special eye out for enticing treasures, and dealers along Route 4's "**Antique Alley**" (www.nhantiquealley.com) move the classic sleighs and ice skates from their barns into their snowy yards for the winter. For more information on antiquing, visit (www.nhada.org), the New Hampshire Antique Dealers Association website. Plus, there are



outlets galore, check out **Settler's Green** in North Conway, (<http://visitnh.gov/what-to-do/shopping-and-antiquing/outlets.aspx>), along with the state's specialty wine outlet shops (www.nh.gov/liquor).

Contact Information:

The New Hampshire Division of Travel and Tourism Development is anxious to help you tell New Hampshire's story. If you need more information, please email our Communication Manager, [Tai Freligh](mailto:tai.freligh@dred.state.nh.us) or call us at 603-271-2665.

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